

CLAIMS

What is claimed is:

1. An targeted marketing sun visor for a vehicle windshield, the targeted marketing sun visor comprising

5 a pliable body having an interior side and an exterior side, the interior side having a plurality of information components directed to a targeted group.
2. The targeted marketing sun visor of claim 1, the information components
10 further comprising an advertisement.
3. The targeted marketing sun visor of claim 1, wherein the information components are organized by categories selected from the group consisting of automotive sales, automotive service, accessories, insurance, restaurants, night clubs, banks, banking, healthcare, legal,
15 hotels, car rental, shopping, retail, miscellaneous, education, college, local police, fire and maps.
4. The targeted marketing sun visor of claim 1, the information components further comprising a map.

5. The targeted marketing sun visor of claim 1, the information components further comprising a business index.
6. The targeted marketing sun visor of claim 5, wherein the business index is organized by categories selected from the group consisting of automotive, sales, automotive service, accessories, insurance, restaurants, night clubs, banks, banking, healthcare, legal, hotels, car rental, shopping, retail, miscellaneous, education, college, local police, fire and maps.
7. The targeted marketing sun visor of claim 1, the information components further comprising a tracking device for incentive identification.
8. The targeted marketing sun visor of claim 1, the exterior side further comprising artwork.
9. The targeted marketing sun visor of claim 8, wherein the artwork is directed to the targeted group.